

CALLAWAYS

The Best In Home Furnishings

Have You Shared in the Savings of This Spring Furniture Sale?

Sale Continues Through Entire Month of May

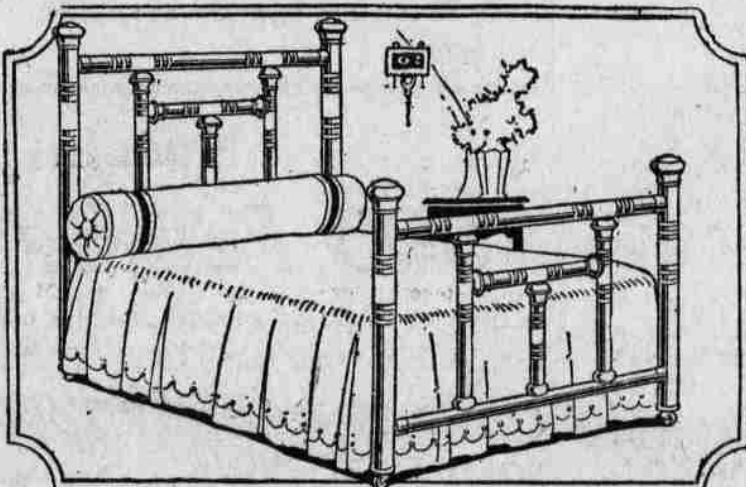
The news of this great furniture sale is traveling and spreading like wildfire. Women for miles around are talking about it. The idea of buying dependable, high grade furniture at prices and terms as before the war has created the biggest sensation in years. Women from all walks of life, with a true sense of the splendid values this sale offers are coming to our store and reaping a big reward.

This great furniture sale will demonstrate that this store has established lower price levels for good merchandise. The public is demanding lower prices, and this store will serve the people as it always has served—with better goods and lower prices. If you have been wait-

ing for easy terms and low prices, here they are for you! We challenge any mail order house or dealer to equal them.

Every single article in this store is greatly reduced for this special May sale. There are no odds or ends or imperfect pieces quoted to mislead you. The goods are STANDARD in QUALITY and sold at lower price levels than any firm has dared to sell at.

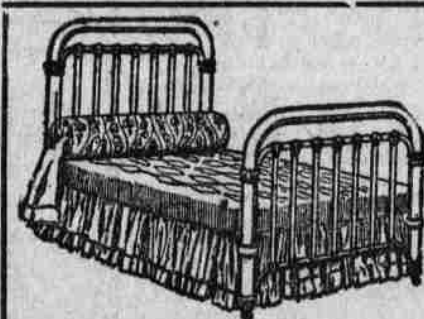
Remember, please, we paid \$40,000 for these goods. We would not have done so if we did not believe them the GREATEST VALUES EVER OFFERED in FLOOR COVERINGS, FURNITURE and DRAPERIES. We want you to come see for yourself these many bargains—see them before you buy, we'll guarantee you to save a big slice of the purchase price



This \$68.50 Genuine Brass Bed \$49.75

This sensational value has created a furor. Made of the heaviest brass bed material—genuine brass, with the new circle satin finish that prevents finger marks showing so plainly. Full size only—Post 2½ inch, genuine 5 inch brass vases at top; equipped with Smith-Davis rail fasteners making bed positively wiggle top; or wobble proof. Our stock is going fast at this big reduction in price.

\$40.00 Brass Beds	\$20.00 Brass Beds	\$16.50 Brass Beds	\$26.75 Steel Beds
Genuine brass beds, full size.	Genuine Kinney Rome Brass beds full size only	Genuine Brass beds, 2-inch continuous posts, full size only	Smith-Davis steel beds in old ivory finish, full size only
May sale price \$27.75	\$11.35	\$9.75	\$19.75



Two-Inch Continuous Post STEEL BEDS

Seamless steel tubing beds with 2 inch post, 5-16 inch fillers in brassoid finish, cannot tarnish; equipped with rigid rail fasteners. In full or ¾ size. One of the best values of this sale. Full set of slats with each bed.

STEEL BED SPECIALS

Prices Includes Bed Slats.

\$12 Two-Inch Post Steel Bed	\$9.35
Two-inch continuous post steel beds with heavy 7-8-inch upright fillers—full size only.	
\$26.50 Vernis Martin Steel Beds	\$19.35
Beautiful Vernis Martin finish beds—will not tarnish. Genuine brass vases on posts—full size only.	
\$30.00 Massive 2 1-2 Inch Post Beds	\$21.65
Beautiful, seamless steel tubing beds with massive posts and fillers. Comes in Vernis Martin finish—will not tarnish—with genuine brass vases on posts—full size only.	

Special Feather Pillows per pair

\$1.95

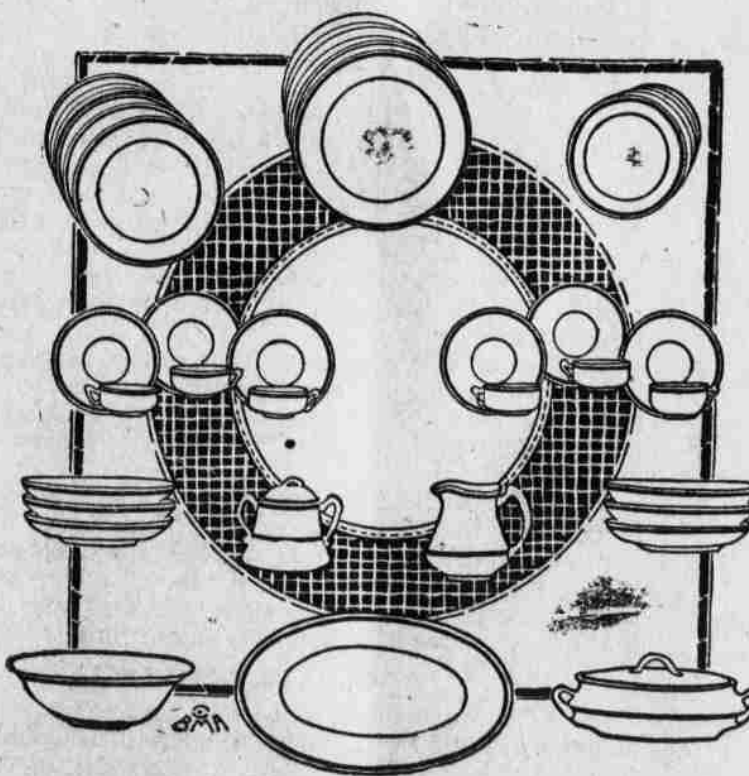
Thoroughly renovated feather pillows made to comply with Missouri state bedding laws; size 18x25 inches, weight 2½ pounds, covered with extra heavy grade of art ticking. Not over 2 pairs to one customer.

BUY ON OUR EASY CLUB PLAN

These prices are Rock bottom quotations whether you buy on our club plan or pay spot cash.

SPECIAL CLUB PLAN

Pay only 1-3 of purchase down, balance in 6 months.



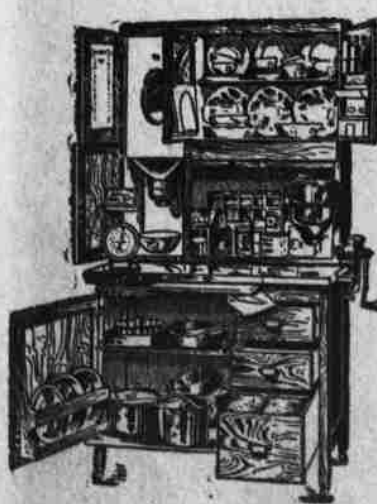
42-Piece Dinner Set

on sale at \$7.95
Complete dinner service for 6 persons. It is wonderfully unique and pleasing both in design and decoration—a dainty Dutch blue pattern.

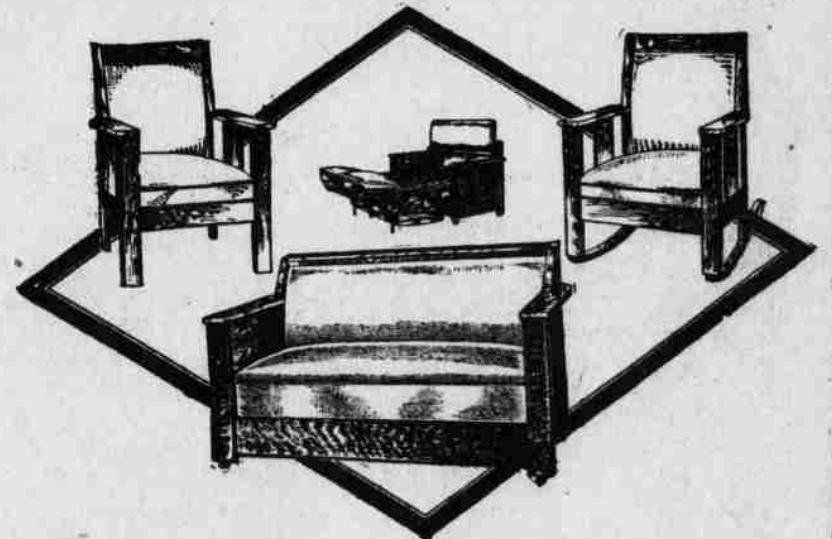
\$65 Kitchen Cabinets

\$39.75

Saves miles of steps—built entirely of solid oak, splendidly built. Large and spacious, plenty of cupboard space, polished nickeloid sliding top, removable, metal flour bin with sifter. you'll say this is one of the greatest values of this extraordinary May sale.



Make Sure to See This Great Offer.



\$90 Three Piece Davenette Suite

Here, without doubt, is one of the greatest values of our May sale. Exactly as illustrated above. Constructed of genuine oak in golden oak finish. Upholstered over deep comfortable springs. Daveno opens out into full-size bed. Suit consists of daveno, arm chair and arm rocker.

\$59.50

\$145 Davenette Suites

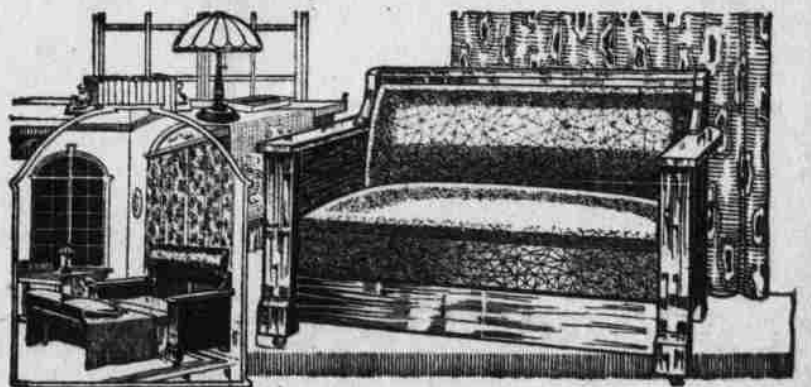
Upholstered in mule skin—spanish brown. Splendidly constructed and handsomely finished. Three pieces, davenette, arm chair and arm rocker

\$98.50

\$200 Davenette Suites

Upholstered in high grade tapestry over deep, comfortable springs. Suite consists of davenette and two arm rockers. Frames of quartered oak with cane end panels.

\$147.50



Davenette Specials

Solid Oak With Mole Skin Upholstering

These davenettes are constructed of solid oak in fumed or golden oak finishes, with brown mule skin upholstery. They can instantly be opened into full size bed—thus making your living room do double duty. Our stock of these splendid davenettes is limited—Come in now.

\$47.50

GENUINE VICTROLA

A genuine Victrola with the dependable Victor workmanship and tone qualities. Each Victrola guaranteed one year.

\$25.00

\$5.00 DOWN—pay the balance \$1.50 weekly while enjoying the pleasure a Victrola brings to any home.



See Back Page for Bargains in Rugs and Linoleums